

MARKETING STRATEGY OF NARAPATI INDAH SYARIAH HOTEL & CONVENTION

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Abstract— In 1992, the formation of Muamalat Bank as the first bank that based on syari'ah in Indonesia is the starting point of growth and development of syari'ah economic paradigm factually in Indonesia. So did in the global capital markets, the Western views this as one ethycal invesment or business of ordinary course, who enchase commercial values of a business with certain values. Meanwhile, the hospitality business as business engaged in accommodation services are maintained commercially is basically one other businesses, clean. However, because the tendencies of hedonistic desire, there were a lot of "person" of hotel business who shifting to the practice that contradicting to the governmental regulations, and from religious side, it becomes an "immoral" value. Regardless of all phenomenas, Ahmad Gemma Nurrahman as a General Manager of Narapati Hotel, motivated by his desire to make his hotel as a first hotel that applying syariah values, at the end of 2011 proposed an idea to convert the system and mechanism of his hotel management into the hotel that applying the syariah values. Until the end of 2011, the occupancy level of Narapati Indah Hotel & Convention average reached 62 %. But if it is compared in 2008 which reached 62.29 %, it means a significant decline. In 2012, after applying the label and values of "Syariah" beginning from the name to all activities implemented, so the point will has an impact on the loss of potential customers in the side and the emergence of potential on the other hand. The current question is, how to increase of Narapati Indah Hotel & Convention occupance with the customers who have morality? Unclear STP make lack of differentiation. With no differentiation make the awareness became low, that's the main reasons why Narapati Indah Syariah Hotel & Convention have a low occupancy level, beside of highly industrial competition is also became the other reason. The main thing to be done is to improve Occupancy Rate as desired by management of Narapati syariah Hotel & Convention is do proper marketing communication to build awareness of syariah hotel, defined new STP for syariah hotel, and reinforce the marketing effort in marketing mix, especially product, process, physical evidence and also Promotion.

Keywords: Syariah hotel, low occupancy, Unclear STP, Islamic hotel

1. Introduction

The formation of Bank Muamalat in 1992 as as the first bank that based on syari'ah in Indonesia is the starting point of growth and development of syari'ah economic paradigm factually in this country. This went on with the scope of its derivatives development in the form of insurance syari'ah, Syari'ah Obligation, Reksadana Syari'ah, Syari'ah Pawning, Syari'ah Television Program, and so on. Likewise in the global capital market, the Western views this as one ethycal invesment or business of ordinary course, who enchase commercial values of a business with certain values. Similarly with the economic and syari'ah business paradigm are the policies and principles which furnish the practice of business and economy in general.

Meanwhile, the hospitality business as business engaged in accommodation services are maintained commercially, with fulfilled the provisions and the requirements as stipulated in a government that apply, the regulations is basically one other businesses, clean. Even if only implicitly hotel management obligated to ban things or actions that would violate decency and criminal acts in general. However, because the tendencies of hedonistic desire, then the good provisions are

neglected by the implementing “person” of hotel business, shifting to the practice that contradicting to the governmental regulations, and from religious side, it becomes an “immoral” value.

This bad image of the hospitality business had long been ingrained within society, that it demands hospitality managers to locate and developing a new idea in the conduct of the hospitality business so as not to lose visitors. Likewise Narapati Indah Syariah Hotel & Convention, previously called Narapati Indah Hotel & Convention, keep trying to reach attractiveness and defend its customers to use continuously its hotel service.

Regardless of all social phenomena pertaining to image retrieval hospitality that develops in society, Ahmad Gemma Nurrahman, General Manager of Narapati Hotel, motivated by his desire to apply Islamic way in all his activity, he wanted to make his hotel as a first hotel that applying syariah values in its implementation, in the end of 2011 proposed an idea to convert the system and mechanism of his hotel management into the hotel that applying the syariah values. The idea has been revealed in the management meeting that has been eventually accepted as well. Finally, it has been carried out a change to the hotel vision that is certainly followed by the various other changes beginning from management, finance, human relationship, even supplier, and all activities of the hotel business management based on the criteria of Islamic syariat.

Indeed it has been recognized, in so far, the standard of hotel syari’ah is not yet exist, and it is also not yet made by the institutions of Islamic affairs being in Indonesia, such as MUI, Department of Religious Affairs, as well as by Islamic mass organizations. However, in fact it is also not difficult to make the provisions of hotel business according to the norms of syariah. Because basically, the hotel business is the values of so many efforts potentially conducted by man, and in the norms of syari’ah, it is still allowed, as long as there is no argumentation (nash) prohibiting it explicitly. According to the norms state that: “Original law in muamalah is possible, as long as there is no argumentation prohibiting it”.

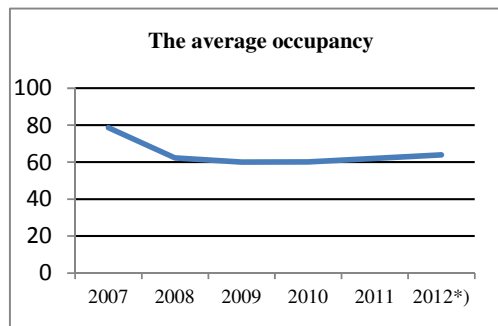


Figure 1.1. The Average of Room Occupancy Level of Narapati Indah Hotel & Convention Year 2007-2011

*) Temporary Data BPS of West Java, January-June 2012

Source: Processed from Data TPK Hotel, PHRI West Java and BPS West Java 2012

Even, as compared with the average occupancy in 2007 attaining 78,67 %, it has been seen that there is a very large decrease. This reality becomes a problem being faced by the management of Narapati Indah Hotel & Convention in the implementation of its business. The other problem is zero retention rates in 2012. Narapati Indah Syariah Hotel & Convention have a member program for the customer. The number of the member until 2011 is 176 and there was no addition until November 2012. That reflects there was no retention guest. The retention guest will be accepted as a member automatically when they came at the second time. Until the end of 2011, the occupancy level of Narapati Indah Hotel & Convention average reached 62 %. But if it is compared in 2008 which reached 62.29 %, it means a significant decline. In 2012, after applying the label and values of “Syariah” beginning from the name to all activities implemented, so the point will has an impact on the loss of potential customers in the side and the emergence of potential on the other hand. The

current question is, how to increase of Narapati Indah Hotel & Convention occupancy with the customers who have morality?

2. Business Issue of Exploration

A. Conceptual Framework

By applying the label "syariah" in the hotel business development will certainly change the public view, especially prospective visitors, and it will directly have an effect on the visit level of the hotel. This becomes a separated challenge for the managers of Narapati Indah Syariah Hotel & Convention to create the attractiveness for prospective visitors. So, in this point the marketing system becomes a main attention to realize the objective of this business development. As proposed previously that the marketing in a firm yields the customer's satisfaction as well as consumer's welfare in long term as a key to obtain a profit. The concept has revealed of Kotler opinion (2000:8) that, "Individual and obtain what they need and want through creating, offering and freely exchanging product and service social of value with others".

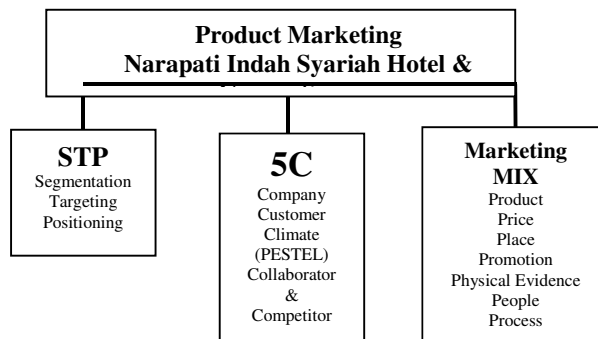


Figure 2.1. The Framework of Narapati Indah Syariah Hotel & Convention Marketing Analysis

This is applicable to a service firm or non-service industry. Although there is the similarity of the objective in the two types of industries, it is required a different marketing strategy for each industrial type. The difference of the strategy is influenced by the characteristics differentiated of the products type yielded. In packaging the marketing system to introduce and provide a positive perception about the changes of the name and label of Narapati Indah Syariah Hotel & Convention it has been showed in the diagram in the figure 2.1.

The various considerations have been conducted beginning from the processes of segmentation and targeting as well as positioning to the market condition; considerations to the politic, economic, socio-cultural conditions, the applications of technology, and governmental policies or laws and regulations; as well as analysis of marketing mix that in this respect was viewed as a collection of tools marketing tactical restrained coupled company to produce a response it wants in the market target.

B. Situational analysis

1. Analysis External

Politic

Political stability is one value of determinant factor for the growth and development of industrial activities. The various forms of the directional change of governmental politic will have always an impact on the life situation and activities of the society, moreover if it is accompanied by the political policy contradicting to the society's wants. This can trigger the occurrence of the various negative reactions that will eventually lead to the disturbances of the security.

Political situation in Bandung nowadays is still conducive, but in a couple years to come it will be affected by the national and local election. But the condition still positive.

Economic

After survive from the economic crisis 2008, Indonesia have a very good economic development. But many countries in the world that struck by the crisis, so it will be affecting to the tourism. Indonesia still can rely on domestic tourist and also several international tourist that not affected by the economic crisis. In economic view, Bandung is one city that supporting Jakarta as the capital city. The existence of toll road makes Jakarta and Bandung became closer, so it will be both it will be advantage or maybe became disadvantage. Advantage because tourist from Jakarta will be easily come to Bandung so they will come more frequent and came with big number. But the disadvantage is, they didn't have to stay overnight if they didn't need to. So hotel industries will loss their potential customer.

Socio-cultural

Bandung, as a large city located at a high land in West Java and rounded by series of mountains, is a potential area in creating attractiveness for the people. The cool and fresh natural condition makes this city as a city for natural tourist destination, minimally becomes a holiday location (week end) for the city's people at around. Meanwhile, the development of art and culture that is continuously improved makes Bandung city as the centers of the development of Pasundan's art-culture that is currently made as largest tourist potency. In addition to traditional art-culture, currently Bandung is also known as a fashion and culinary tourist city becoming a separated attractiveness in the tourist world. This fact is utilized by Narapati Indah Syariah Hotel & Convention to develop its hotel business.

The increased tourist visit Bandung, both MICE and other tourist forms, has indeed been able to enhance the number of the hotel guest' visits in Bandung city. However, on the other hand, the society's culture specially the West Java's society generally believing Islamic region still many give a "negative" image to this hotel business world. It becomes a separated challenge for the management of Narapati Indah Syariah Hotel & Convention to order and manage its hotel without contradicting to the norms of society. By applying the label "syariah" management, the management of Narapati Indah Syariah Hotel & Convention continuously attempts to reach the society's positive image to its business.

Technology

In any effort for the industrial development, technology becomes a main supporting element in facilitate its implementation. Likewise in the development of hotel industry being an industry supporting the tourist sector. The enhancement of transportation and communication technology such as the development and utility of tourist transportation facilities as well as technology of tourist area's information and its accommodation strongly supports the fulfillment of tourist's need.

In addition, there were many tourist travel bureaus equipping their tourist vehicle fleet with GPS (Global Positioning Systems) technology or entertainment vehicles. All those are conducted to provide the easiness of tourist's need fulfillment, so that they will be increasingly interested in visiting the area. By continuously improving the easiness of the tourist facilities that can encourage increasing the number of tourists visiting Bandung becomes one market potential value for the development of hotel business whose one is Narapati Indah Hotel & Convention.

Ecological

Modern tourism will always be connecting to the environment, west java have many natural ecosystem and resources that will be attract tourism. Bandung as the main city of west java has many advantages for the tourist, especially for the newbie. They can easily choose either they can stay in the city or traveling to the city near Bandung that have many natural attraction. Narapati Indah Syariah Hotel & Convention can develop this opportunity to become advantages of the hotel.

Legal (Government Policy)

Any society's activities of a country will not certainly be separated from its dependence on the concerned country's governmental policy. Likewise similarly with the implementation of hotel industry business it doesn't escaped from the effect of this governmental policy, both governmental

policy that adjust directly the hotel industrial business and the governmental policy adjusting other things associated with the hotel industry, such as policies of tourism, transportation, and demography.

From the facet of the implementation of hotel management, as adjusted in the policy of hotel business implementation issued by Government of West Java province in 2005 qualifying the hotel applied through the local regulations of the concerned hotel built and operated. In this policy, it has been adjusted the various things associated with the things that can be operated and prohibited in the implementation of business, including in it the hotel's Security Management System that has been established in the creative of the Department of Tourist and Economic Affairs.

The other government policy that influencing Traffic and Transportation Law Number 14 of 1992 classifying a special transportation service for the tourists. The policies like these are highly supporting in the implementation of hotel industry, because in the implementation of hotel affairs, qualification, security management system, as well as transportation is highly required.

2. Industry Analysis



Figure 2.2. Porter's Five forces

In the hotel business such as hotel affairs service, competition among these service businessmen always continuously occurs, primarily in the attempts to attract the potential customers for the sake the survival of hotel service business, primarily fulfilling the number of customer's visits. Hotel industry in Bandung is very dynamic. There was several phase from the early 90' until now. Nowadays hotel industries in Bandung have a big challenge especially for melati grade hotel and traditional or private hotel.

Threat of New Entrants

Bandung is very attracting to the investor especially in tourism industry because there are a lot of attraction that tourist can choose. Several name in international hotels come to build their hotel in Bandung, there are no major rule or policy to regulate the industry in Bandung.

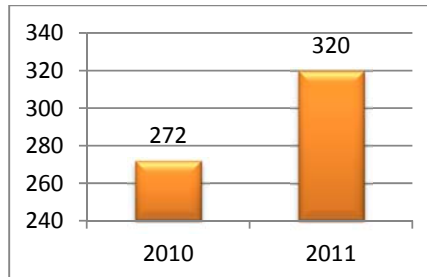


Figure 2.3. Number of Hotel Growth 2010-2011

Source: DinasKebudayaanDanPariwisata, 2011

From the figure above show that there are an high increase in the number of new hotels in 2011. It shows that the threat of new entrants is very high. There was no such as high barrier to the industry, the permission from the government was easy to achieve, also there are a facilitation to have a credit from the bank for this kind of industry.

Threat of Substitute Product

There are a lot of substitute products of hotels in Bandung, especially in the north Bandung and near the tourism location. There are very common place to stay in north Bandung such as Villa, or Guest House. The threat of substitute product of hotel in Bandung is very high, because there are many option to choose to stay, Vila, Guest House, daily Apartment, and also daily room at *kost* house.

Bargaining Power of Supplier

The suppliers have big part in the success of this industry. Hotel industry is only an accommodation part of tourism industry. Suppliers in this case are:

1. Travel, Airport, Train, etc. that support the Transportation.
2. Bank supporting the financial, and
3. Attraction.

As a supporting industry in the other industry, hotel is required to provide the needs of the tourist. So if the Tourism or economic not providing good climate to the hotel industry so, hotel will be "finish". Otherwise if the tourism and economic develop well, it will be positive influence to the hotel industry. Luckily hotel industries in Bandung have much option they can choose of supplier, many options of transportations, banks, and also attractions that will support the industry. So the bargaining power of supplier can be categorized medium.

Bargaining Power of Buyers

Many option of hotels and it substitute make buyers have big option, so it will harmful to hotel industry. high bargaining power of buyer in hotel industry in Bandung reflect from the competition. price war began to start. Not only the hotel in their category became the option of the customer, but other grade also became an option, Vila, Guest House, daily Apartment, and also daily room at *kost* house also can be an option.

Competitive Rivalry

High threat of both new entrant and also substitute product make competitive rivalry so intense, high bargaining power from supplier and buyer make everything worst. Competition between one and another hotel in Bandung is so high. The entry of several international brand to the industry make the competition became higher. Budget hotel also make non star grade became more competitive and some time it happen a "price war" when several big brand make promotion or initiate a budget hotel. This phenomenon makes unfair competition and the traditional or conventional hotel cannot survive in the business.

3. Company

Segmentation

The market segmentation is an attempt to divide the market into certain groups having different needs and wants as well as features and characteristics each other. In the hotel business world, the market intended is person becoming visitor or hotel guest with a reason doing a travel (the reasons of travel) or motivation in doing a travel such as MICE (meeting, incentive, convention, exhibition), business travel, business tourists, holidaymakers, vacation leisure, pleasure tourists, group tours, or sport participants. By regarding the market segment, Narapati Indah Syariah Hotel & Convention being in the center of Bandung city as a metropolitan city and at a time as a business and tourist city, indeed it is not pointed to reach and serve all market segments, because not all market segments can be mastered (un-differentiated market).

Table 2.1. Segmentation

Demographic	Place	Jakarta, West Java and Banten
	Age	25 to 54 years old
Behavioral		Free Independent Traveler (Tourist), travel, EO, Corporate and government

Source: Narapati Indah Syariah Hotel & Convention

Targeting

In line with the development and growth of Bandung city that is continuously increased in the economic and educational activities, the need for the places for implementing the meeting activities are also increased. This is regarded by the management of Narapati Indah Syariah Hotel & Convention in developing the hotel service. Markets targeted in this case are governmental and educational institutions that are currently often implementing the activities of convention, conference, or seminar and training (workshop). In so far, this market target can afford to occupy Narapati Indah Syariah Hotel & Convention at 20%, and planned will be increased up to 40%.

Table 2.2. Target Market

No.	Group	The average number (%)	
		2011	2012
1.	FIT, travel, EO, and Corporate	80	60
2.	Governmental and educational institutions	20	40
Total		100	100

Source: Narapati Indah Syariah Hotel & Convention, 2011

By regarding the focus of the management's attention on the market, it seems that Narapati Indah Syariah Hotel & Convention since early 2012 established the enhancement of market target in the group of governmental and educational institutions. Narapati Indah Syariah Hotel & Convention didn't have any clear target moreover the positioning. So the communication that they conduct in several years before has so little affect to the customer.

4. Customers

As an industry being active in the area of hotel service business such as hotel affairs, the interest of consumers to use its service is one aspect that is very determinant for the progress of the business. Associated with the consumers as prospective hotel guests, many things that are always considered when they will select an hotel or inn, both in the facet of reach distance with the location of destination, price, pleasure, service, and also manner/norm.



Figure 2.4. Considerations of Consumers in Selecting Hotel
Source: Survey 2011

For the hotel business around Bandung city, the prospective customers who generally come from Jakarta and around with a visit Bandung for the meeting activities, what first considerations in selecting this hotel/inn is distance between hotel/inn location to location of destination they visit Bandung.

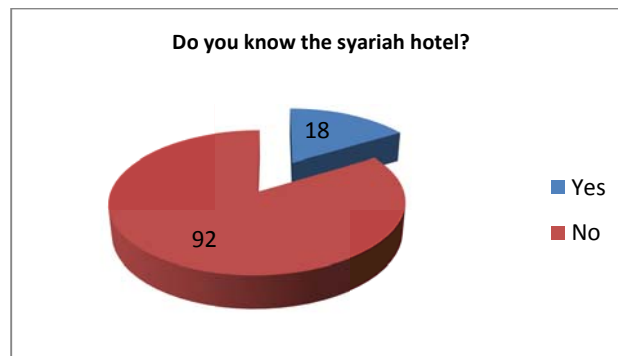


Figure 2.5. Awareness of Syariah Hotel
Source: Survei, 2012

Awareness of the concept of syariah hotel also determines the customer consideration of selecting hotel, so when the customer didn't know the different it will be useless.

5. Competitor

In the hotel business world such as hotel affairs service, competition among these service businessmen always continuously occurs, primarily in the attempts to attract the potential customers for the sake the survival of hotel service business, primarily fulfilling the number of customer's visits. In regard with that, the management of Narapati Indah Syariah Hotel & Convention attempts to attain as many guests as possible utilizing its service. In the light of so many other hotels at the similar level operating around this hotel location, such as Hotel Benua, Hotel Rinjani, Hotel Boulevard, Hotel Marala, Hotel Sepuluh, GrahaSantika, and New Kencana Hotel, the management of Narapati Indah Syariah Hotel & Convention in addition to plant the positive image of hotel its develops, by planting the "syariah" values, also tries to give the various forms of product offering to the market segment using its service for the interest of meeting. This is conducted to enhance the fulfillment of the hotel budget itself. Comparison between competitors in exhibit.1

C. Marketing Mix Analysis (7P)

1. Product

Core Product

In the implementation of hotel business, Narapati Indah Syariah Hotel & Convention has main product offered to its customers in the form of 60 hotel room units divided into seven types of room (Superior Double, Superior Twin, Deluxe, Narapati Suite, Family, Driver, Extra Bed) equipped with TV cable, air conditioner, hot & cold water, private terrace, free hotspot, breakfast, and welcome drink, as well as Meeting Hall at the capacity of 700 persons with the facilities of air conditioner, free hotspot, screen, projector, white board, podium, sound system, lighting, chairs and table banquet's chairs and tables.

Facilitating Product

Service products offered by Narapati Indah Syariah Hotel & Convention as its facilitating products are among of them in the forms of laundry, car rental & tour, minishop, minibar, business center, event organizer, telephone/fax, and ATM services. These service products are supplied to provide a pleasure for the customers. From the forms of these facilitating products, availability of service for the customers is viewed to be still not yet optimal. This has been revealed from the opinions of several customers that the service facilities for eating such as restaurants/cafes are not yet sufficient.

Augmented Product

The easiness for the customers of Narapati Indah Syariah Hotel & Convention for coming and visiting the hotel is among of them its location being at the edge of trunk road of Bandung city, JalanPelajarPejuang connecting the areas of urban activities centers. Meanwhile, the availability of transportation such as taxis from and go out of the hotel are adequately many provided, so that facilitating the hotel guests to visit or travel.

2. Price

The pricing is a critical point in the hotel's marketing mix service hotel because the price determines this business's income. The decision for the pricing is also highly significant in the determination of values/benefits that can be given to the customers and plays an important role in the description of quality. The strategy of determining the tariff in the hotel business can use the determination of premium tariff when the demand is high and the discounted tariff when the demand is decreased. The decision of tariff setting of a new service product must regard several points. The most prominent is that the decision of tariff setting must be in accordance to the marketing strategy as wholly. The change of various tariffs in the different markets must be also considered. Furthermore, a specific tariff to be set up will depend on the customer segment becoming its market target.

By regarding and considering the average occupancy level of hotel rooms and the renting of Meeting Hall, Narapati Indah Syariah Hotel & Convention establishes the tariff of hotel room's price based on the qualification/type of room (pricing ranging) Exhibit.2, highest price for more luxurious room such as for the Family type along with the twin & double bed and the lowest price for standard rooms, such as Extra Bed along with single bed.

3. Place

Reviewed from the facet of location, Narapati Indah Syariah Hotel & Convention located at jalanPelajarPejuang Bandung is sufficient strategic. In addition to its location being around the trunk road trunk road of Bandung city, it is also easily connected to the location of Indoor Theme Park Trans Studio Bandung and Bandung Super Mall as one of largest shopping centers in Bandung city. This means that the location factor is necessarily considered, in the light of service offering conducted is a interaction type of the customers approaching the service provider.

Meanwhile, the condition of this hotel service place is a determinant for the customer's satisfaction. By seeing the physical condition of building and room as well as the Meeting Hall, it can be said that Narapati Indah Syariah Hotel & Convention has basically met the standard of star hotel, but there are still only several completeness that have been not yet fulfilled when it will be categorized as star hotel.

1. Promotion

In regard with this, Narapati Indah Syariah Hotel & Convention generally conducts a strategy of promotion advertising through advertising in several media according to market target as well as

through electronic media in the form of website. Information or advertisement covered in newspapers *Republika*, *Pikiran Rakyat*, Yellow pages, directory manual of UNPAD, directory manual of PHRI, direct Corporate letter, direct email, and SMS.

Website is one media that can use for communicating the message. Narapati has a website and designed well, but lack of information about the value of syariah it self. Whereas the distinction of Narapati is the syariah concept. There are membership program to encourage retention guest but the weakness has resulted in the occurrence of the loss of members because the change target market. When viewed from the existence of members in 2011, there were still about 176, while this year there is no addition, even the existing members didn't return, as well as since in 2011 there is no a guest's retention.

5. People

All employees relating to the consumers can be called as salespeople. In other words, in a more extensive conception, the marketing is a job for all personnel of organization service. Therefore, all behaviors of hotel employees must be oriented to serve the consumers. The element of people not only plays an important role in the area of production or operational, but also in doing a direct contact to the consumers. The behavior involved directly is very important in influencing the quality of service offered and the concerned image. The elements of manage resource becoming a potential for marketing of Narapati Indah Syariah Hotel & Convention is managed by several managers such as Marketing manager, Human capital manager, Customer relation officer, and Sales marketing and PR.

6. Process

The marketing process applied by Narapati Indah Syariah Hotel & Convention where the hotel service is created and delivered to the customers is an important point in the marketing mix service of this hotel, because the customers will often percept the service delivery system as a part of the service itself. Thereby, the decision concerning the operational management is very important to support the success of service marketing. If studied from the facet of service to the hotel guests, then the management of Narapati Indah Syariah Hotel & Convention conducts a mechanism to welcoming the hotel guests beginning from welcome of guests' arrive by security team, and further welcome by FO (front office) accompanied with the process of product offering, showing the product, and delivering information of orderliness in the hotel. When the guests conduct a check-in, then a series of administrative processes are carried out, beginning from registration and checking KTP (Residence Identification Card), place booking (payment 50 %) or directly entering (payment 100 %). Special for the guests for long stay, the payment has been paid in advance two days previously, and then the payment is conducted once two days. For the guests who are directly entering will get breakfast coupon from FO, and then taken by Room Boy to the room or to other product services, such as minibar, mini shop, convenience, car rental, and so on according to what needed by the guest. These all are conducted to provide a good, quick, friendly, careful, and accurate, so that it can expectedly create the customer's satisfaction and loyalty to the hotel that eventually can enhance the positive imaging of this hotel. All those have been proved from the responses of several customers viewing that the service provided by the hotel management and staffs is sufficiently good and efficient.

7. Physical Evidence

Physical evidence is a point really participating to influence the consumer's decision to buy and use the service product offered, including in it the physical environment of the service company where the service is created and where the service provider and customer interact. In addition, including also into this physical evidence are tangible elements available used for communication or supporting the service's role. In the hotel business, the marketers must attempt to balance the dimension of intangibility by providing physical instructions to confirm the positioning and image and to develop the product surround. In regard with the physical evidence offered by Narapati Indah Syariah Hotel & Convention as a potential for reaching the market, consist of the essential physical evidence in the form of building design, the forms of room units, as well as design of Meeting Hall that is sufficiently attracting the customer's attention. From all the marketing mix analysis we can't find the value of syariah in each sector. So there is no differentiation. Lack of differentiation will make customer confuse about the message and that make low awareness.

D. Root Cause

By regarding the entire descriptions above, it can be proposed that the implementation of the management of Narapati Indah Syariah Hotel & Convention has been not separated from the various aspects participating to influence both directly and indirectly, both in the form of potential becoming a strength and chance as well as the weakness and challenge/threat that must be faced. Unclear STP make marketing effort in marketing mix will hampered, so the message did not reflect in process, physical evidence and also the promotion. If the marketing mix did not delivering message so the customer will not understand the differences. The lack of differentiation will bring low awareness, and low awareness absolutely will make low occupancy rate. Good marketing effort in process and physical evidence actually will make customer satisfaction otherwise if it fails it will make customer feel bad about the service. In positioning its product, the management of Narapati Indah Syariah Hotel & Convention attempts to plant the syariah values into any activities of the implementation of its hotel affairs service, including in it a service to its customers.

Emerging an "Islamic" image on Narapati Indah Syariah Hotel & Convention becomes a main mission of the implementation of its management, in addition to continuously grow the image of "the customer is our family and we are a family for the customers". For that, the management attempts to manage the hotel by holding the label "syariah", and not only a label merely, but including its application in the step-by-step process of service for the sake a step beginning to indicate towards that. Although directed to continuously apply the standards of syariah values, it doesn't mean that the guests who can use the service of Narapati Indah Syariah Hotel & Convention are only those who believe Islam, whoever can use the service of Narapati Indah Syariah Hotel & Convention as long as they can carry out the orderliness and respect the moral values.

3. Business Solution

In organizing the efforts of the industry, such as hospitality services, the role of sales is the main function in the marketing mix (the marketing mix). So communication is the main aspect that needs attention in delivering various messages which belonged to the industry to its potential customers. This chapter contains a description of alternative solutions can be applied to solve the problems faced by Narapati Syariah Hotel & Convention Hall. As discussed in chapter 2, the problems emerge from the lack of marketing effort in marketing mix and unclear STP is unclear differentiation.

The main thing to be done to improve Occupancy Rate as desired by management of Narapati syariah Hotel & Convention is do proper marketing communication to build awareness of syariah hotel, defined new STP for syariah hotel, and chasing B to B. New vision from the company with syariah label make the segment became focus. In porter's generic strategy there is focused differentiation. This type of strategy has many advantages, uniqueness can be developing new market segment and make the competition became irrelevant. The segmentation that the company made has made is already okay, but when the syariah name has stick to the hotel so there will a major shifting in segmentation.

Segmenting in demography and geography is still the same, but in psychographic there are additional categories. The syariah value that apply in all hotel activity make some customer annoy, but in other customer may increase their satisfaction. Having a value of wanted free from immoral, and also wanted treated fairly and openness. One of value in Syariah Company in treats fairly. New targeting also shifting more focus than before, Islamic target will arise even though there were no discriminating customers. Positioning became the most important in Narapati Syariah Hotel & Convention because the messages have to delivering the vision of the hotel so the filtering, and gathering customer can be more effective. The positioning of the hotel is "the first syariah hotel in Bandung".

Through communications, marketer explains and promotes the value proposition their firm is offering. Communication is the most visible and audible of marketing activities, but its value is limited unless it is used intelligently in conjunction with other marketing efforts. Marketing communications are essential to a company's success. There are several roles performed by marketing communication:

1. Position and differentiate the service.
2. Promote the contribution of service personnel and backstage operations.
3. Add value through communication content. Information and consultation represent important ways to add value to a product.
4. Facilitate customer involvement in service production.
5. Stimulate demand to match capacity.

In term of marketing mix, we have to align the vision especially the syariah value to the entire sector. Product that provided must align with syariah value. Promotion, People, Process, and also Physical evidence have to reflect the value of syariah. So Narapati Syariah hotel have to conduct an internal marketing communication to internalize the value to each sector in the business.

4. Implementation Plan

Integrated Marketing Communication according to the definition of The American Association of Advertising Agencies is the concept of marketing communications planning that adds value to the communication strategy that involves sales promotion, advertising, public relations, direct response, combined to produce the effect of meaningful communication. The purpose of doing the External Communications is:

- Increasing the awareness of Narapati Indah Syariah Hotel & Convention.
- Find the right target market and delivering value.
- Increasing the occupancy.

Marketing mix has to develop to enhance the customer perception about the company. Product, price, promotion, people, process, and physical evidence is the tool to communicate the company. If the company can build the right perception, so the customer will easily recognize the advantages, so they will choose the service. The Plan to implement the program is only have one years. The entire program is form long term profitability, so it demanding big infestation without wanted quick turn over. The impact can be seen at least for five years to come.

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Timeline

	Jan	Feb	Mar	Apr	Mei	Jun	Jul	Aug	Sep	Okt	Nov	Des
Internal Marketing Communication												
Preparation												
execution												
Evaluation												
Website												
Gathering Info, filter, process, update info												
Re-Design												
Publish												
Mass Media												
Gather Info& create message												
Designing & Publish												
CRM												
Gathering Information, preparation												
Execution												
Exhibition												
Preparation												
Execution												
Launching												
Preparation												
Execution												
Social Media												
Preparation												
Updating Info												
Execution												